

Rep Order# 6849714 Ver# 1 Status New
EC'd Yes

Traffic Order# 6849714

Printed: 09/05/2012 2:01 PM
Last Received: 09/05/2012 1:39 PM
Showing Buylines: All Lines

1 of 4

Station KTNV-TV LAS VEGAS, NV
Advertiser () .AFSCME
Product A.F.S.C.M.E.
Estimate#
Buyer LISA CABANEL
Phone#
Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: AMERICAN FEDERATION OF STATE

COUNTY & MUNICIPAL EMPLOYEES SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER

CONTRACT TOTAL IS \$50,300

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	----	-----	-----
	1	W-F	5A-530A	EARLY AM NEWS	:30	\$450.00	09/12-09/14	1	1	1	\$450.00	
	2	M-F	5A-530A	EARLY AM NEWS	:30	\$450.00	09/17-09/21	3	1	3	\$1,350.00	
	3	M-TU	5A-530A	EARLY AM NEWS	:30	\$450.00	09/24-09/25	1	1	1	\$450.00	
	4	W-F	7A-9A	GOOD MORNING AMERICA	:30	\$750.00	09/12-09/14	1	1	1	\$750.00	
	5	M-F	7A-9A	GOOD MORNING AMERICA	:30	\$750.00	09/17-09/21	3	1	3	\$2,250.00	
	6	M-TU	7A-9A	GOOD MORNING AMERICA	:30	\$750.00	09/24-09/25	1	1	1	\$750.00	
	7	W-F	10A-11A	THE VIEW	:30	\$1,000.00	09/12-09/14	1	1	1	\$1,000.00	
	8	M-F	10A-11A	THE VIEW	:30	\$1,000.00	09/17-09/21	1	1	1	\$1,000.00	
	9	M-TU	10A-11A	THE VIEW	:30	\$1,000.00	09/24-09/25	1	1	1	\$1,000.00	
	10	W-F	11A-12P	MIDDAY NEWS	:30	\$650.00	09/12-09/14	1	1	1	\$650.00	
	11	M-F	11A-12P	MIDDAY NEWS	:30	\$650.00	09/17-09/21	1	1	1	\$650.00	

Rep Order# 6849714 Ver# 1 Status New
EC'd Yes

Traffic Order# 6849714

Printed: 09/05/2012 2:01 PM
Last Received: 09/05/2012 1:39 PM
Showing Buylines: All Lines

2 of 4

Station KTNV-TV LAS VEGAS, NV

Advertiser () .AFSCME

Product A.F.S.C.M.E.

Estimate#

Buyer LISA CABANEL

Phone#

Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Agency C/P1/P2/E

Flight Dates 09/12/2012 - 09/25/2012

Hiatus Weeks

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	12	M-TU	11A-12P	MIDDAY NEWS	:30	\$650.00	09/24-09/25	1	1	1	\$650.00	
	13	W-F	5P-530P	5PM NEWS	:30	\$900.00	09/12-09/14	1	1	1	\$900.00	
	14	M-F	5P-530P	5PM NEWS	:30	\$900.00	09/17-09/21	1	1	1	\$900.00	
	15	M-TU	5P-530P	5PM NEWS	:30	\$900.00	09/24-09/25	1	1	1	\$900.00	
	16	W-F	6P-630P	6PM NEWS	:30	\$1,000.00	09/12-09/14	1	1	1	\$1,000.00	
	17	M-F	6P-630P	6PM NEWS	:30	\$1,000.00	09/17-09/21	2	1	2	\$2,000.00	
	18	M-TU	6P-630P	6PM NEWS	:30	\$1,000.00	09/24-09/25	1	1	1	\$1,000.00	
	19	W-F	630P-7P	630PM NEWS	:30	\$1,100.00	09/12-09/14	1	1	1	\$1,100.00	
	20	M-F	630P-7P	630PM NEWS	:30	\$1,100.00	09/17-09/21	2	1	2	\$2,200.00	
	21	M-TU	630P-7P	630PM NEWS	:30	\$1,100.00	09/24-09/25	1	1	1	\$1,100.00	
	22	W-F	7P-730P	ACCESS HOLLYWOOD	:30	\$850.00	09/12-09/14	1	1	1	\$850.00	
	23	M-F	7P-730P	ACCESS HOLLYWOOD	:30	\$850.00	09/17-09/21	1	1	1	\$850.00	
	24	M-TU	7P-730P	ACCESS HOLLYWOOD	:30	\$850.00	09/24-09/25	1	1	1	\$850.00	
	25	W-F	730P-8P	MILLIONAIRE	:30	\$850.00	09/12-09/14	1	1	1	\$850.00	
	26	M-F	730P-8P	MILLIONAIRE	:30	\$850.00	09/17-09/21	1	1	1	\$850.00	
	27	M-TU	730P-8P	MILLIONAIRE	:30	\$850.00	09/24-09/25	1	1	1	\$850.00	
	28	M-TU	11P-1135P	LATE NEWS	:30	\$1,750.00	09/24-09/25	1	1	1	\$1,750.00	

Rep Order# 6849714 Ver# 1 Status New
EC'd Yes

Traffic Order# 6849714

Printed: 09/05/2012 2:01 PM
Last Received: 09/05/2012 1:39 PM
Showing Buylines: All Lines

3 of 4

Station KTNV-TV LAS VEGAS, NV

Advertiser () AFSCME

Product A.F.S.C.M.E.

Estimate#

Buyer LISA CABANEL

Phone#

Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Agency C/P1/P2/E

Flight Dates 09/12/2012 - 09/25/2012

Hiatus Weeks

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	-----	---	---	---	-----	-----
	29	SA	7A-8A	SATURDAY G.M.A.	:30	\$850.00	09/15-09/22	1	2	2	\$1,700.00	
	30	SU	7A-8A	SUNDAY G.M.A.	:30	\$850.00	09/16-09/23	1	2	2	\$1,700.00	
	31	M	10P-11P	CASTLE	:30	\$4,500.00	09/17-09/17	1	1	1	\$4,500.00	
	32	SA	530P-8P	SATURDAY NIGHT FOOTBALL	:30	\$3,500.00	09/15-09/22	1	2	2	\$7,000.00	
	33	SU	9P-10P	REVENGE	:30	\$5,000.00	09/23-09/23	1	1	1	\$5,000.00	
	34	W-F	630A-7A	AM NEWS	:30	\$750.00	09/12-09/14	1	1	1	\$750.00	
	35	M-F	630A-7A	AM NEWS	:30	\$750.00	09/17-09/21	1	1	1	\$750.00	

---REPORT TOTALS---

Report Totals: 44 / \$50,300.00

---SALES MONTHLY TOTALS---

Sep 12: 44 / \$50,300.00

Sales Totals: 44 / \$50,300.00

Station Totals: 44 / \$50,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$335,333	KBLR	0%	KLAS	28%	KSNV	24%	KTNV	15%	KTUD	0%
		KVCW	2%	KVMY	1%	KVVU	30%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Rep Order# 6849714 **Ver#** 1 **Status** New
EC'd Yes

Traffic Order# 6849714

Printed: 09/05/2012 2:01 PM
Last Received: 09/05/2012 1:39 PM
Showing Buylines: All Lines

4 of 4

Station KTNV-TV LAS VEGAS, NV
Advertiser () .AFSCME
Product A.F.S.C.M.E.
Estimate#
Buyer LISA CABANEL
Phone#
Fax#
Demos RA35+, RHOMES

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CREDIT RISK ---

INSUFFICIENT INFO FOR CREDIT ASSESSMENT